

Table 12

Comparison of Downtown Taxable Retail Sales to Citywide Taxable Retail Sales 1998 (1)
Downtown Mountain View Market Feasibility Study

Category	Downtown		City of Mountain View		Downtown as % of Total
	Taxable Sales	% Distribution	Taxable Sales	% Distribution	
Groceries, Liquor & Sundries	\$2,976,524	7%	\$111,011,429	12%	3%
Eating & Drinking Places	\$25,617,800	58%	\$101,804,000	11%	25%
Household Furnishings /Equip.	\$6,005,300	14%	\$59,700,000	6%	10%
Hardware/Home Improvement	\$0	0%	\$39,586,000	4%	0%
Apparel	\$0	0%	\$18,675,000	2%	0%
Autos/Service	\$928,100	2%	\$181,921,429	20%	1%
Specialty Retail/Services	\$8,461,100	19%	\$195,621,000	21%	4%
General Merchandise	\$0	0%	\$214,886,000	23%	0%
Total Retail Sales	\$43,988,824	100%	\$923,204,857	100%	5%

(1) SBE reported taxable sales for fourth quarter 1997 and the first three quarters of 1998; fourth quarter 1998 was not available at the time of this study.

Taxable sales data are adjusted to include non taxable sales; excludes non retail or business taxable sales.

Sources: State Board of Equalization; HdL; Economic & Planning Systems, Inc.